

# SYSTEM FOR ADVERTISEMENT PRODUCTION AND DISTRIBUTION

## Abstract

A system for advertisement production and distribution which includes a specially made video which is distributed with a print piece to a number of target consumers. In one application, the target audience is selected from a database of consumers based on a life event. The specially made video is produced by grouping "partners" which may be offering goods or services to the target consumers. The video is distributed with a print piece that provides additional information and/or coupons related to the offers.

In one application, the video or the print piece may include instructions on how to enter a drawing or claim a prize. In one example, a code is provided which a prospective consumer can bring to a store and check to see if they have won a prize. In an alternate application, a website may be provided which will ask questions of the consumer and receive the code to determine if they won a prize.

In one aspect of the present system, a specially packaged video is provided which includes the video, the print piece, and a label which are integrally packaged for easy distribution to the target consumers. The video may be stored on a number of media, including, but not limited to magnetic tape, digital video disk, and compact disk. In one aspect of the present system, a merchant offer is modified based on information about a particular consumer. The modification can arise in the form of coupons printed or offered electronically.

Other uses of the system include, but are not limited to, packaging and distribution of books and audio tapes.

"Express Mail" mailing label number: EL671642640US

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